

## Message Text

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62

ORIGIN COME-00

INFO OCT-01 EA-07 ISO-00 EB-05 RSC-01 /014 R

66611

DRAFTED BY: COM/OIM/SAD/RGOOTENBERG/DCG

APPROVED BY: EB/OCA/REP:LHPOMEROY

COM/OIM/SAD/BRYNO

EB/OCA/BR-RSWARTZ

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R 031904Z JUN 74

FM SECSTATE WASHDC

TO AMEMBASSY SINGAPORE

UNCLAS STATE 115866

E.O. 11652: NA

TAGS: BEXP, SN

SUBJECT: IN-STORE PROMOTION: METRO

REF: SINGAPORE 1543 AND A-57

1. COMMERCE IN RECEIPT OF EXCELLENT DETAILED PROPOSAL BY  
METRO FOR APRIL 1975 FOUR STORE PROMOTION.

2. COMMERCE HAS ALLOCATED DOLS 25,000 TO SUPPORT PURCHASING  
PLAN OF ABOUT DOLS 500,000. BUDGET DEPENDS ON AVAILABILITY  
OF FISCAL 1975 FUNDS YET TO BE APPROPRIATED BY THE CONGRESS.  
PROPOSED LETTER OF INTENT WHICH COULD BE SIGNED BY METRO WILL  
BE AIRMAILED.

3. INCREMENTAL PURCHASES FROM U.S. WOULD BE THOSE MADE  
APPROXIMATELY 6 MONTHS PERIOD PRIOR TO THE PROMOTION  
COMPARED TO PURCHASES MADE DURING BASE PERIOD A YEAR  
PREVIOUSLY. INCREMENTAL SALES ARE THOSE MADE DURING 3 WEEKS  
OF PROMOTION COMPARED TO THOSE MADE IN SIMILAR 3 WEEK PERIOD  
IN THE PREVIOUS YEAR. THE MOST SIGNIFICANT STATISTICS WILL  
BE INCREMENTAL PURCHASES (F.O.B. U.S.) MORE THAN SALES.  
NO REASON FOR STORE TO STOP SELLING U.S. PRODUCTS DURING  
CHRISTMAS AND CHINESE NEW YEARS PERIODS. ONE THIRD OF  
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BUYING FOR THE PROMOTION MUST BE PRODUCTS NEW TO STORE OR

NEW TO SINGAPORE. KISSINGER

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 03 JUN 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1974STATE115866  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** COM/OIM/SAD/RGOOTENBERG/DCG  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D740140-0954  
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**Handling Restrictions:** n/a  
**Image Path:**  
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**Legacy Key:** link1974/newtext/t19740679/aaaacqri.tel  
**Line Count:** 62  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ORIGIN COME  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
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**Page Count:** 2  
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**Previous Handling Restrictions:** n/a  
**Reference:** SINGAPORE 1543 AND A-57  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** shawdg  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 19 JUL 2002  
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**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** IN-STORE PROMOTION: METRO  
**TAGS:** BEXP, SN  
**To:** SINGAPORE  
**Type:** TE  
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